

Hello!
We are
CRUSSH.

CRUS2H
FIT FOOD • SMART COFFEE • RAW JUICE



Hello.

Crussh was the UK's first juice bar
Founded in 1998, privately owned
Operate company owned and franchise stores
Growing product supply business
Circa £16 million turnover

CORPORATE HISTORY

Founded by Jamie Learmond in 1998
Private Equity investment – March 2015
Chairman appointed – November 2015
Shane started – April 2016





20 years of Crussh...

1998 - 2003



2003 - 2012



2012 - 2016



2016 - today



The UK's first juice bar

Founded 1998 on
Cornhill



The 'Orange' years



Fit Food only



35 sites & growing



What we do, and why we do it





SC

CRUS2H

Crussh today - where we work

High Street	Concessions	Franchise	Product Supply
<ul style="list-style-type: none">• Bankside• White City• Liverpool St• Soho• Russell Square• Marylebone• Canary Wharf (2)• Mayfair• St James• Oxford Circus• Farringdon• Fitzrovia• Strand• Chancery Lane	<ul style="list-style-type: none">• LC – Belgravia• LC – Moorgate• LC – Monument• EA – East Dulwich• EA – St Albans• EA – Westway• EA – Kensal Rise• Kensington Olympia (2)• Sainsbury's Pimlico• Minster Court (workplace)	<ul style="list-style-type: none">• SSP – Paddington• Sodexo – City University	<ul style="list-style-type: none">• WeWork• Sainsbury's

And where we don't...

Our food

“Crussh is that rare thing
– healthy & delicious.”
Telegraph



“Crussh’s Detox smoothie...essential slurping for the
frequently hungover” Evening Standard

Our Design



Our marketing



FAT IS BACK!

NEW POWER BALLS

ALMOND BUTTER ♥ NUTS ♥ BULLETPROOF™ MCT OIL

Find out more crussh.com/blog

DO GOOD & SAVE

Bring in a reusable cup and save 25p on every hot drink, smoothie or juice!

Not got yourself one yet?
Buy an ecoffee® cup today & we'll throw in your first coffee for free!

Made from natural, sustainable bamboo fibre. £8

Ts & Cs: any medium hot drink free with the purchase of an ecoffee® cup.



START FIT

♥ BREAKFAST OF CHAMPIONS ♥

VEGAN COCONUT PORRIDGE

SHAKSHUKA EGG POT

AVOCADO & GOJI BERRY BAGEL

30 NEW PRODUCTS INSTORE

POWERED PLANTS

VEGAN WRAPS

Butternut, harissa & vegan 'feta'

Curried chickpea masala

Avocado, red pepper & cashew nut tapenade

OVER 50 VEGAN PRODUCTS IN STORE

REUSABLE STRAWS

Now available to buy in stores!

£2

#ReduceReuseRecycle

NEW AÇAÍ BOWL

Topped with granola, blueberries & banana 3.75


VEGAN ♥ 2/5 A DAY

PROUDLY SERVING SAMBAZON ORGANIC AÇAÍ

FIT FOOD ♥ RAW JUICE

Our brand activation





Jessriv Crush

Following

285 likes

1w

Jessriv CrushSpring Menu

The yummiest eve spent eating every new dish multiple times over from the new @crushjuicebars spring menu 🥰

This was one of my favourite salads 🥗

My other fav dishes of the eve (even though it's so hard to choose) 🥰:

1. Beetroot and goats cheese health pot
2. Persian cauli couscous health pot
3. Blueberry, lemon and chia energy balls (as a chocolate addict, I was v surprised that I loved these SO much!)

I'm obv not vegan but it was amazing to see so many new 'free from' dishes catering for different dietary requirements 🙌

♥ Add a comment...

...





nutrition 8.0m

Lunch break

Got my @crushjuicebars @sambazonuk #summerofacai



Your Story 1.0m

Takeover begins @georgelloydfitness #MONDAYMOTIVATION

falsalpmfitness and 856 others

HOME BEAUTY STYLE LIFE INSPIRATION TRAVEL

ABOUT ANIKA CONTACT/PS

All About Anika

APRIL 18, 2017

CRUSH JUICE - SPRING TASTES & TRENDS EVENING



Load More...

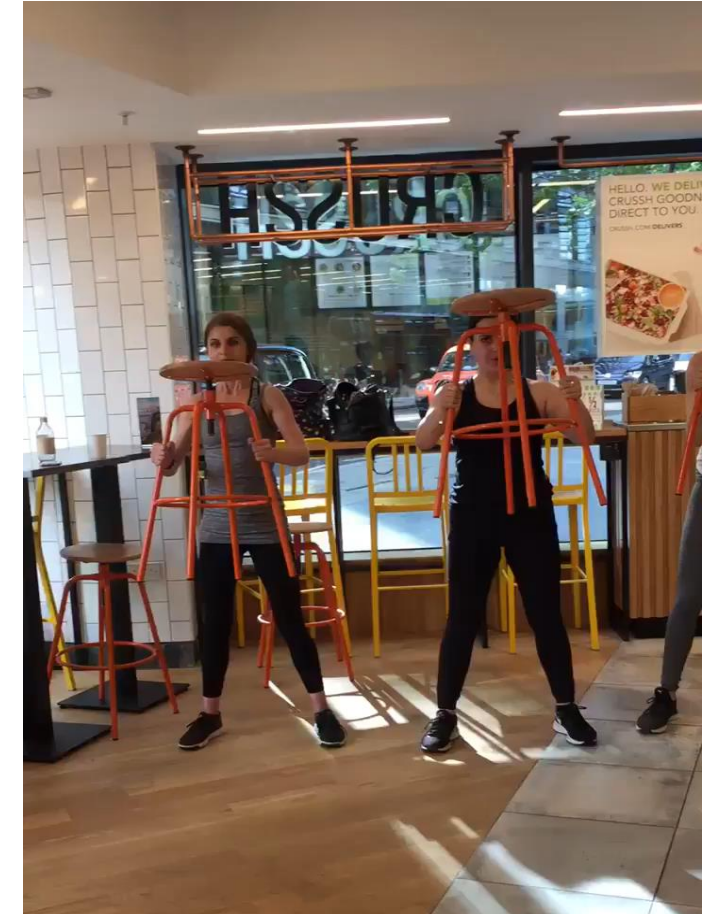
Follow on Instagram

SALT OF THE EARTH - ALL IN 2018 OBSERVANT RE VIEW

INSURANCE WEEDING CELEBRATE STEVE'S 50th GARDIA NOSTR CRYSTAL

last week I had the pleasure of attending the Crush Spring tastes & trends evening. This was an event in collaboration with Alita. The event took place at one of Crush's juice bars in the city near Chancery Lane. I have seen quite a few Crush juice bars around the city but never had the opportunity to actually pop into one. Being born and raised in Southern California, LA is the home of juice bars and I have pretty high standards for freshly pressed juice. I am happy to report that Crush definitely crushed my expectations, their juices and raw foods were amazing!

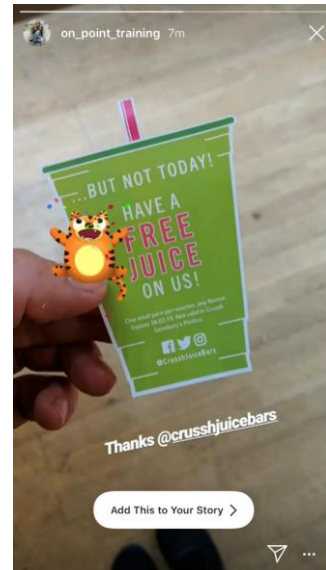
Fit Food – Fit People!





Valentine's Juice Giveaway

- On Valentine's Day this year, we handed out 15,000 free juice vouchers on the streets
- Stores saw a huge increase in footfall with some giving out over 200 free juices
- 22% redemption rate on the day
- 36% redemption rate over 2 week redemption period
- Juice category sales increased +15% when comparing the 5 weeks prior to 5 weeks post the activity



Powered by Plants

**THIS
JANUARY
CRUSSH
IS...**

- Naturally strong area
- Illustration led
- Gateway drug!



Pushing boundaries...

2014



2019

BOOST
YOUR
COFFEE

2016

NEW



ICE
COLD
COFFEE

ICED
TURMERIC
LATTE
FRESH TURMERIC,
GINGER, ALMOND
MILK, AGAVE, ICE
2.95



Accessing new markets

CRUS2H
FIT FOOD ♥ SMART COFFEE ♥ RAW JUICE



Improve the wellbeing of our people and our customers
(Just need to find the customers...)



Break out of the
bubble - bring the
products to the
people!



Travel



Healthcare & Fitness



Education



Workplace

Concessions

everyone
ACTIVE

- Now open in:
 - Westway
 - East Dulwich
 - Kensal rise
 - St Albans (Outside London)
- Multiple sites in the pipeline
- Receptive demographic
- High visitation
- Stretches offer – learnt new stuff!



Concession - Workplace catering



Franchise



SSP

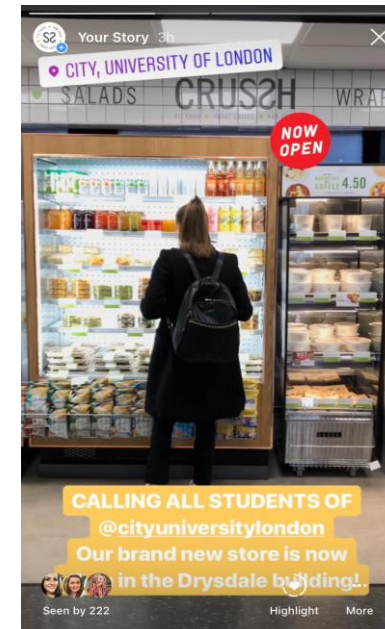
- Europe wide deal
- Rail & Air locations



Franchise



- 5 year deal to open 35 sites
- Brings us places we can't access on our own
 - Universities
 - Healthcare
 - Corporate
- Now open at City, University of London
- Birmingham Children's Hospital next up
- Circa 6 further sites this year



A changing market?

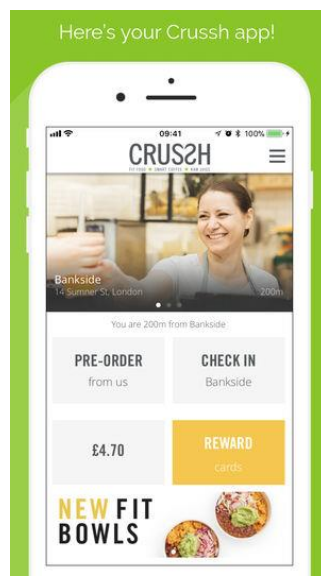


2.5%

91.5%



2%



1.9%



RITUAL

2.1%





Remember what's important...





Best new hot FTG product – Highly commended
(Chicken Shawarma Grain salad)

Best new sandwich – Winner
Vegan 'Feta' cheese, butternut & Harissa

Product supply - Sainsburys



THANK YOU

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FIT FOOD ♥ SMART COFFEE ♥ RAW JUICE

